

ABSTRACT

A content supply apparatus is interposed between a portable terminal and a content server, to obtain content demanded by the portable terminal and transmit the obtained content to the portable terminal. A content holding section holds content obtained from the content server. A content supply section obtains the demanded content from the content holding section if the demanded content is there, or from the content server, and transmits the demanded content to the portable terminal. In a preferred embodiment, the content supply section transmits the content in divided content units of a maximum information amount that can be displayed by the portable terminal. In another embodiment, a prefetching section prefetches other content, referred from the transmitted divided content units, and stores the prefetched content in the content holding section.

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**AMENDMENTS TO THE ABSTRACT**

Please replace the original Abstract with the new Abstract attached hereto.